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01. Communication

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Abstracts from the 2015 Oklahoma Research Day

Held at Northeastern State University

04. Liberal Arts

01. Communication

04.01.01 “Sometimes I Have to Announce My Feminism and I Don’t Mind Doing That”: Instructor Self-Disclosure of Feminism in the Classroom

Elaina, Ross *Northeastern State University*

Kristopher, Copeland *Northeastern State University*

Self-disclosure has been a rich area of study by Communication Studies scholars; however, research has not examined specific instructor self-disclosures in the classroom. This study focused on instructor's self-disclosure of feminist beliefs to build a body of research focusing on the revelation of beliefs in the classroom. Therefore, this study adds to our conceptual understanding of self-disclosure and is valuable to feminist instructors as well as other instructors who are not sure how to self-disclose their belief in the classroom. We argue that instructors should self-disclose feminist beliefs when relevant to course material. The conceptual understanding of the self-disclosure from feminist instructors leads to a better explanation of how a belief system should be revealed to students and how a belief system can shape the pedagogy utilized to discuss course content.

04.01.02 Saved by the Bell or Walking with the Dead?

Bruce, Hartley *East Central University*

Jessica, Fulgium *East Central University*

In this project I created a survey to see how much television college students from a certain age range. I did this in order to see if there was a connection between the times when they were younger to now. Also to see if maybe there would be a chance to get more people into watching future television.

04.01.03 Walking out of the Household: Becoming an Outdoor-Woman (BOW) Outdoor Program

Brenda,(Cochran) Bradford *Northeastern State University*

Becoming an Outdoor-Woman (BOW) is an outdoor program founded in Minnesota in 1994 and developed by Christine Thomas, an Associate Dean and Professor of Resource Management at the University of Wisconsin-Stevens Point College of Natural Resources. Becoming an Outdoor- Woman (BOW) was created exclusively for women to learn outdoor skills in a safe, encouraging, and supportive environment. Women are interested in learning outdoor skills and when the opportunity is offered, they are lining up in greater numbers for the chance to be involved. BOW workshops have currently expanded to 44 states and nine Canadian provinces as well as offering outdoor activities abroad. The focus of this study will cover the history of Becoming an Outdoor-Woman, a comparison of this organization with similar outdoor programs and why the program can effectively increase female participants' outdoor skills and self-esteem. By introducing an exclusive women-only grassroots support group, this study aims to explore females' interest and personal growth, as well as the program's broad national appeal and its enrichment and cooperation among women.

04.01.04 'Scandal': Framed or Innocent?

Tricia,Price *Northeastern State University*

"Scandal" is one of America's most popular dramas, which covers the life of Olivia Pope, a PR Specialist in Washington D.C., and her firm which defends the public's opinion of our nation's elite. There are more people viewing this show every Thursday night than there are Americans paying their taxes on time annually. The popularity of the show may result from the use of political rhetoric, titillating plot twists, or media framing. Media framing is producing information in a skewed way that influences the choices people make about how to process that information. In this particular study, I am curious how the production frames their message. To discern to what extent the show "Scandal" implemented media framing throughout the three existing seasons, a media analysis was conducted over "Scandal". After viewing three seasons, I found that two out of three episodes involved procedural, cultural resonance, and magnitude frames. These frames continually compete with each other because procedural frames fit media practices, while cultural resonance frames make sense of the audiences' world by reducing ambiguity and endorsing social norms and values, and magnitude frames are generally endorsed by the elites within society such as politicians.

04.01.05 The Portrayal of African American Males in the Media

James,Parker *Northeastern State University*

Paulo Freire (1970) states, "so often African American males hear that they are good for nothing, know nothing, and are incapable of learning anything—that they are sick, lazy, and unproductive—that in the end they become convinced of their own unfitness." Fighting the many stereotypes is almost inevitable when that is what is being shown or projected about the average African American male. This research focuses on how African American men respond to the four major stereotypes in the media, including be angry men, homosexual tendencies, the all American athlete, or the infamous 'acting white'. By analyzing the transcriptions of twenty face-to-face interviews, this research aims to reveal how the African American males perceive themselves through what the media projects and to what extent the media plays in the future of African American male's success. Twenty African American student leaders will be interviewed. The student leaders share the passion for change within injustices in the media. Some of the participants will be chosen through personal connections and the other students will be recruited from led activist groups and student leadership forums. This study will challenge the four common media portrayals of African American, and provoke change and raise awareness of the injustices that are portrayed in the media of African American males.

04.01.06 “Whore : Stud :: Gay :Weak : Vocabulary and the sexual double standard”.

Philip, Curry *Northeastern State University*

This research focuses on the sexual double standard, and when and why college students are communicating negative terms towards one another. The double standard means that men have greater sexual freedom than women do. In the same sense men can also be scrutinized for not engaging in sexual activity. It's no secret that women are sometimes scrutinized by engaging in sexual activity with more than one individual. Terms like slut, whore, floozy, and tramp are used to describe a promiscuous woman, while a promiscuous man gets deemed player, casanova, stud, and lady's man. If a man does not want to be sexually promiscuous he seems to be looked down upon as not being a man, gay, or weak. In order to prove the existence of the sexual double standard, this research aims to recruit participants in a Midwest university, with 25 male and female freshman and seniors. Using these will give me multiple perspectives of how the freshmen who are just starting college use certain terms also the sexual double standard. Also how seniors who are more mature feel about the subject. The survey will show which words are commonly used among college students, how these words are interpreted, and in what ways the usage of these words reinforces the sexual double standard.

04.01.07 Oklahoma's Post Office Murals: A study of American Indian images.

Austin, Weaver *Southeastern Oklahoma State University*

Shannon, McCraw *Southeastern Oklahoma State University*

From 1934-1942, the United States federal government established an ambitious arts program to decorate federal buildings throughout the nation. The Section of Fine Arts – a division of the U.S. Department of Treasury – commissioned over 1100 murals for the nation's Post Offices. Through artistic competitions and assignments, Oklahoma communities received thirty-one of these murals to adorn local Post Office buildings. Few scholarly articles exist on Oklahoma's Post Office murals. The previous research on Post Office murals has focused on the 'cultural tastes' of local communities, southern culture, and as forms of 'democratic art' negotiated by artists, local communities, and the Department of Treasury. As a form of government-sponsored visual rhetoric, this paper focuses on Oklahoma's Post Office murals and the native and non-native muralists' depiction of American Indian images. We argue these murals represent acts of confrontation and resistance and need to be interpreted against the backdrop of the Great Depression and the Indian Reorganization Act of 1934. In conclusion, these murals represent an emerging Oklahoma identity focused on transitions in land use and expansion in Oklahoma Territory (western Oklahoma), and American Indian self-governance and cultural renewal in Indian Territory (eastern Oklahoma).

04.01.10 Measuring Media Use for the City of Muskogee Campaign

Dana, Eversole *Northeastern State University*

The city of Muskogee's mayor requested that we design a survey and conduct focus groups look at branding for the city and media use. Using James Grunig's situational theory's four-point involvement scale, we developed a new method to evaluate the city's media strategy and plan that included using 15 different types of media and information sources.

04.01.11 Standard Beauty is not one Size Fits all

Jacqueline, Alworden *Northeastern State University*

The American Psychiatric Association (2000) states the body size of glamorous models is often more than 20 percent underweight. Compared to average women in today's society. The pervasiveness of these messages allows women to internalize these irrational standards society has created. I intend to analyze 8 advertisements targeted at women from the magazine Cosmopolitan. The advertisements will be selected on a scale of modest images to sexualized images of women and men. I will interview both male and female participants drawn from a convenience sample at a Midwest university. Drawing interviews from both sexes I hope to gain better understanding from all perspectives. Participants will be asked a specific set of questions before and after viewing the advertisements, including questions such as, "does this ad make you feel empowered or inadequate, explain?" From these interviews I hope to find recurring themes from participants. I also hope to establish a significant connection in regards to self-perception before and after viewing these advertisements. I anticipate most participants' view of self will be diminished after the participant compares themselves to these ads. From this I hope to gain a better understanding of social comparison.

04.01.12 Mass Communication Class Research Survey

Georgiana, Hallock *East Central University*

Mass Communication Research Analysis Prepared by: Georgiana Hallock Written by: Georgiana Hallock December 4, 2014 The Mass Communication Research Survey began November 19, 2014 and was concluded November 30, 2014. Out of the 125 Mass Communication majors, 23 people completed the survey. All 23 people responded via a "web link." Of the 12 days that the survey was open, Friday, November 21 was the day with the most responses, totaling 7. And the days with the least amount of responses were Wednesday, November 19 and Sunday, November 30. Totaling 1 response on both days. The survey was developed with the website Survey Monkey and was created with ECU's Mass Communication students education in mind. As of now there is no research class offered at ECU for Mass Communication majors and/or minors. By conducting this online survey, the survey team was hoping to find out how interested the students are in adding a research class as a required elective. The link to the survey was posted on several social media sites along with the information about the survey and the Informed Consent. The survey, survey information and Informed Consent were also sent out via email to many of the Mass Communication majors and minors by their advisor. Question One: What is your gender? Question one had one of the highest answer rates with no skips. 74 percent of people who took the survey were female and 26 percent of people who took the survey were male.

04.01.13 Study Habits

Bruce, Hartley *East Central University*

Kelsi, Jones *East Central University*

My proposed study was one that compared traditional student study habits with non-traditional student study habits. I used social media sites Facebook and Twitter as well as student email to get my survey from SurveyMonkey out to the student subjects. My findings were that the data that I have gathered seems to say that traditional and non-traditional students are very similar in the ways they study and prepare for classes and tests.

04.01.14 Collapse for Change: Rana Plaza and Multinational Corporations

Katelynn, Wright *Cameron University*

Ron, Price *Cameron University*

In 2013 a factory collapsed in Rana Plaza, Bangladesh. It was something that could have been avoided, but occurred due to negligence. With this garment factory directly connected to multiple nations (fourteen, according to reports), this incident became more than just an issue within Bangladesh. It has become a multinational crisis. Thus, the analysis of such an incident can only be explained through consideration of numerous entities: Bangladesh, the Alliance for Bangladesh Worker's Safety, and the Walmart/Gap Initiative. Upon investigation, the intention was to concentrate on a specific entity and their interactions with Bangladesh after the crisis in Rana Plaza. However, the multinational influence was too much of an important factor. With a globalized world comes globalized problems, and globalized neglect. This crisis of a multilateral scale was confronted by the Alliance for Bangladesh Worker's Safety, unilaterally by Walmart/Gap Initiative, and once mobilized by the Bangladesh population. This rhetorical analysis was informed by the research perspectives provided by Halford Ross Ryan and B.L. Ware and Wil A. Linkugel, authors published in the Quarterly Journal of Speech.

04.01.15 Hide Your Wife: Domestic Violence in the National Football League

Ron, Price *Cameron University*

Professional athletes face constant judgment as they reign in the spotlight of their game. They must be machines on the field, destroying anyone who comes in between them and victory; leaders and role models off the field. Required to be leaders, as well as effective communicators, professional athletes face similar challenges in corporations. By using correct and effective apologia strategies, Roger Goodell, the Commissioner of the National Football League and Ray Rice, Baltimore Ravens running back, were able to demonstrate, appropriately, how to handle accusation and defense. Being able to communicate effectively the strategies of this case will not only improve the image of the NFL, but will allow these two men to be seen as leaders. This research will evaluate a leader and an athlete on opposite sides of the same situation, in the same organization, in terms of the accusations directed at them as well as their apologetic strategies. The effectiveness of their responses will be evaluated by the paradigms utilized by Halford Ross Ryan and B.L. Ware and Wil A. Linkugel in published articles in the Quarterly Journal of Speech.

04.01.16 "Understanding Cultural Differences through Practice: A Reflection on International Friendship Program" Hsin-I Sydney Yueh, LaTasha Atcity, Northeastern State University

Hsin-I Sydney, Yueh *Northeastern State University*

LaTasha, Atcity *Northeastern State University*

To be competent intercultural communicators, we need to be aware of social and cultural barriers that prevent people from understanding each other. This concept is easy to learn, but difficult to embody into our everyday life. A semester-long course activity, International Friendship Program, is designed to increase the interactions between American students and international students. Throughout the interactions students are required to confront the challenges observed during the experience, including cultural, social and language barriers. These particular interactions are vital to bring light to the adversities international students face, as they adjust to their new surroundings. American students are then forced to step out of their "comfort zone" and acknowledge the diversity international students bring. In this presentation, I will reflect on my own experience as a participant of this program and explore how immersive learning can be a useful tool in studying intercultural communication. First, I will describe the activity requirements. Second, I will show the record of how my international partner and I establish our regular meetings. Third, I will analyze the specific cultural barriers we encounter in our meetings, and finally, I will provide my reflections on how to define friendship, how to manage cultural differences, and my own growth in intercultural communication.